An aerial, high-angle photograph of a dense crowd of people. The image is mostly in grayscale, but several individuals are highlighted with bright, solid colors: a blue shirt on the left, a red shirt in the upper right, a pink shirt in the middle right, a red shirt in the lower right, a yellow shirt in the lower right, and a purple shirt in the bottom right. The overall scene suggests a large gathering or event.

# Groups

A Social Perspective

# Groups

- at least two people who have one or more goals in common and share common ways of thinking and behaving



# Social Category

- Share social characteristic
  - Examples
    - Seniors, women, men, minorities



# Social Aggregate

- Same place, same time
- Random
- Examples
  - Waiting in line, watching an accident, Single Serving Friends



# Primary Social Group

- Regular Contact
- Share beliefs, values
- Take each others' behavior into account
- Share interests, goals



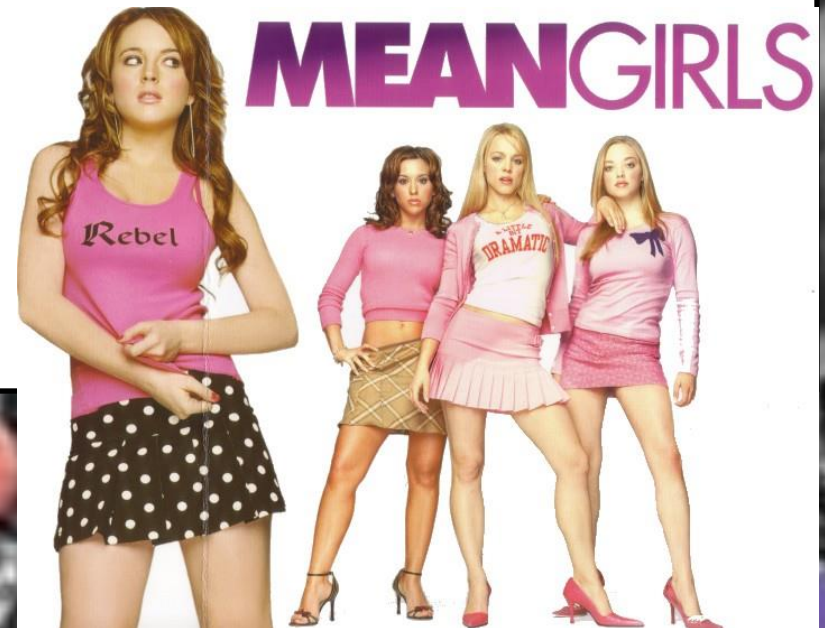
# Secondary Social Group

- Contact while focusing on a goal or task
- Segment of your life
- Members only see some of your personality
- Do not share beliefs, and values



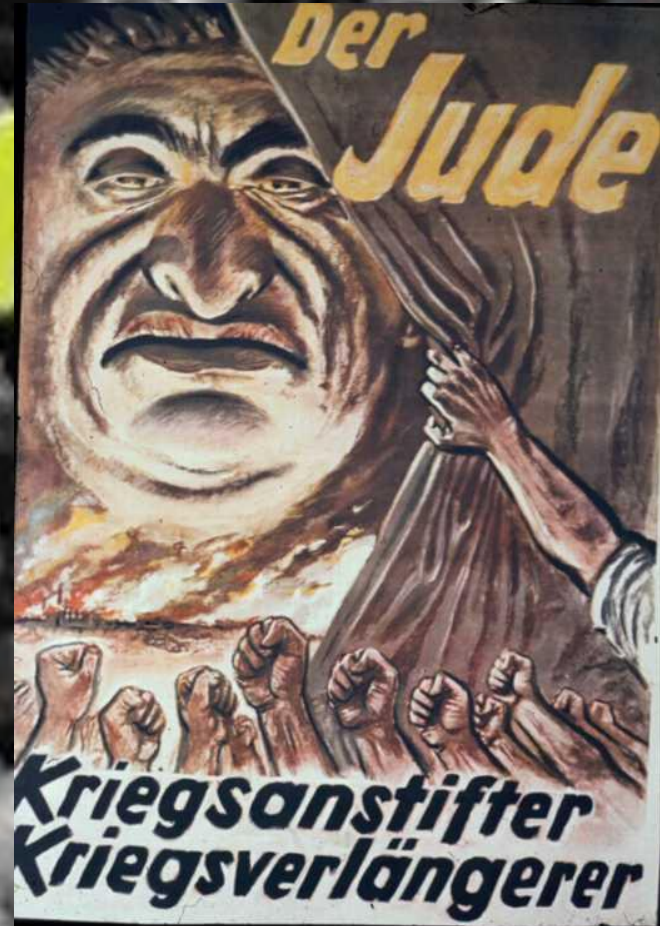
# In-Group

- Exclusive group demanding intense loyalty
  - Boundaries within in-groups:
  - Symbol
  - Action
  - Place
  - Form entrance barriers



# Out-Groups

- Group targeted by an in-group for opposition, antagonism, or competition
- Clash with in-groups
- Extremely dangerous when groups are violent.
  - Ex. Eric Harris and Dylan Klebold



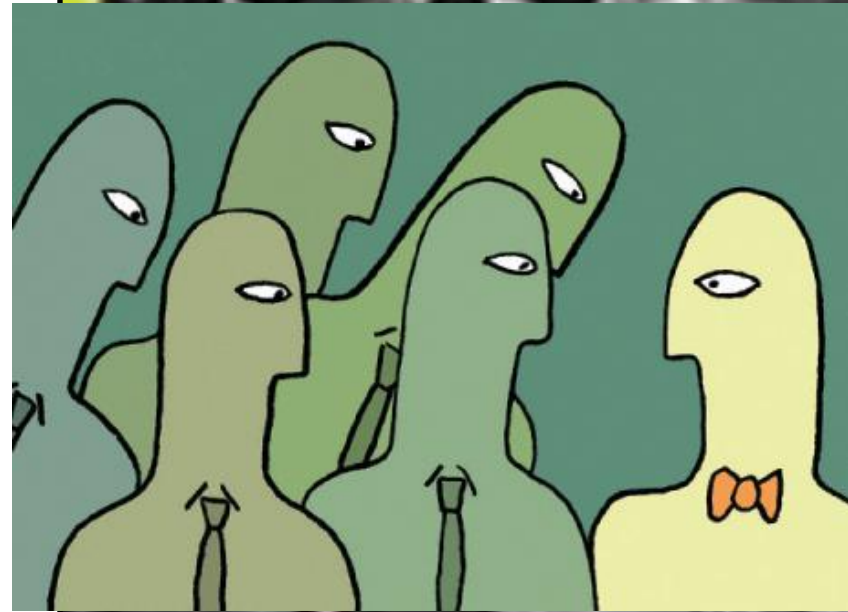


# Reasons for Groups

- Cooperation
  - Combine efforts for a common goal
  - Best use of limited resources
    - Crisis situation
    - “How can we reach our goal?”

# Reasons for Groups

- Conflict
  - Work against each other
  - Defeating opponent is essential
- Benefits
  - Unity within group
  - Attention to inequities
  - Fosters change



# Reasons for Groups

- Social Exchange
- Voluntarily doing something for someone else
  - Expect something in return
  - “What’s in it for me?”
- Reciprocity:
  - Return the favor



# Reasons for Groups

- Coercion
- People forced to give in to others
  - Opposite of social exchange
    - One-way street

# Reasons for Groups

- Conformity
  - Behavior that meets group expectations
- Without conformity...
  - No churches, sororities, governments, CULTURE
- *Groupthink*
  - Pressure to conform distorts reality
  - Discourages individual thought